

Healthy Norfolk Action Plan

Goal: Increase Access to Active Lifestyles*		
Outcome Measures: Adult obesity rate, adult diabetes rate, citizen ratings on walking and biking ease and availability, access to recreational facilities		
Objectives	Measures	Timeframe
Promote the adoption of a formal complete streets policy ** a) Work with key stakeholders to draft a policy b) Identify best practices and incorporate health benefits into message c) Showcase a pilot complete streets project; tie this into a safe routes to school program	Policy adopted	FY 2013-2014
Promote programs designed to increase physical activity for school aged children a) Meet with NPS and inventory current resources and programs b) Implement a pilot safe routes to school program ** c) Implement jump rope program at selected sites	Program participation for school aged children; % increase in safe routes to school programs	FY 2013-2014
Promote programs and partnerships that support active lifestyles a) Implement stairwell promotion program at selected sites b) Support the development of workplace wellness programs c) Explore a bike share program for downtown d) Promote school sites that are open to the public, like tracks or gyms, and work to expand city-schools joint-use agreement to new sites e) Catalog resources for physical activity and provide it as an online resource	% increase in locations with stairwell programs; increase in the extent of wellness policies/practices; % increase in programming held in school facilities	FY 2013
Engage neighborhoods and communities in developing walking programs a) Hold Walking Action Workshop with <i>America Walks</i> b) Develop action plan in the workshop	Participation numbers	FY 2013

Goal: Increase Access to Healthy Eating*		
Outcome Measures: Adult obesity rate, adult diabetes rate, citizen ratings on quality food availability, percent of population with limited access to healthy food		
Objectives	Measures	Timeframe
Increase prevalence of community gardens, farm stands and fresh produce in neighborhoods <ul style="list-style-type: none"> a) Develop policies and guidelines for community gardens b) Explore possible sponsorship of community gardens c) Identify barriers to expanding farm stands in neighborhoods d) Provide educational information about the cost and access to healthy foods 	% increase in gardens/farm stands; Guidelines completed	FY 2013
Support breastfeeding acceptance and lactation program development <ul style="list-style-type: none"> a) Implement business case for breastfeeding project at selected sites b) Implement breastfeeding welcome here project at selected sites 	% increase in sites with breastfeeding projects	FY 2013-2014
Partner with organizations to develop and implement healthy food policies/guidelines <ul style="list-style-type: none"> a) Increase healthy food options in city-owned buildings b) Provide support and information to groups to develop guidelines c) Recognize and celebrate organizations and community groups 	% increase in city-owned buildings with healthy vending options; % increase in organizations with healthy food guidelines	FY 2014
Goal: Reduce Exposure to Tobacco Smoke		
Outcome Measures: Adult smoking rate		
Objectives	Measures	Timeframe
Implement policies to reduce tobacco use among youth and adults <ul style="list-style-type: none"> a) Explore a tobacco pricing policy b) Explore a littering fine increase c) Implement voluntary compliance signage at city-owned buildings 	% increase in sites with voluntary signage; % increase in smoke-free policies	FY 2013-2015
Increase education and awareness about smoking cessation services and treatments <ul style="list-style-type: none"> a) Provide information about free services and state quit line on website b) Continue Public Health anti-smoking campaign 	% increase in calls to state quit line	FY 2013-2015

Objectives	Measures	Timeframe
Explore the adoption of a smoke-free policy for public housing a) Continue working with NRHA to develop a policy	Policy adopted	FY 2015

* Items that are citywide objectives in the City of Norfolk's Priority Plan

** Items that are objectives in the strategic plan of the Norfolk Bicycle and Pedestrian Trails Commission